

THE '60 FORD

Thunderbird

WORLD'S MOST WANTED CAR





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ONLY CAR OF ITS *Charm* IN THE WORLD

Thunderbird—one of the all-time great automotive classics!

In every generation, there is one car that stands out, above all others, as the ultimate in glamour and excitement and prestige. That car is beyond question the new Ford Thunderbird. The classic beauty of this unique car . . . and its incomparable performance . . . make it the world's most wanted, most admired car.

You will find no counterpart for the Thunderbird on any road anywhere. No other car combines Thunderbird's com-

pact size, elegant comfort, and spectacular performance. No other car has Thunderbird's purity of line. And no other car, certainly, has Thunderbird's love-of-life personality.

And yet, you will find that the 1960 Thunderbird actually costs less—far less—than other luxury cars!

Thunderbird's power is legendary, of course, and with reason: the standard 300-hp Thunderbird Special V-8 engine is the whip-away wonder that has made the T-bird synonymous with performance.

And, for the connoisseur, there's a super-power option, too . . . the new 350-hp Thunderbird 430 Special V-8 . . . the biggest, finest powerplant in the industry! Both are magnificent engines, eager to perform for you. With this kind of power in a car of Thunderbird's size, you get handling agility and roadability that add up to *Thunderbird performance*. And, as the whole world knows, Thunderbird performance is *performance without peer*.

Thunderbird—the car *everyone* would love to own!



Thunderbird's smartness and individuality make it the choice of people who have unlimited choice. It has influenced many people who formerly drove big luxury cars to forget their past loyalties. They are now proud owners of Thunderbirds, the new standard of luxury and fine taste in automobiles.

THE 1960 THUNDERBIRD HARDTOP . . . its classic beauty, unmatched luxury and superlative performance have made it an historic success

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THE BRILLIANT NEW *Thunderbird* HARDTOP
EVERY LINE IS A LINE OF *Distinction*

Just say "Thunderbird"!

The very name evokes an image of glamour and spirit and distinction. This beautiful car comes by its beauty *naturally*. You won't find another car with lines so clean. So unaffected. So smart. From the safety-minded new triple taillights to the imposing new grille every line is diamond-true. The reason is Thunderbird's *great basic design*. This design is why Thunderbird—alone among the world's luxury cars—gives you sports car roadability and luxury car comfort. And this is why the Thunderbird can look as exciting as a racer and, at the same time, seat four people so elegantly that each one has the spacious, deep-down comfort found in a limousine. A unique achievement. A unique car!



Thunderbird's Panel Console is an exclusive feature. It is an extension of the instrument panel, and runs fore and aft between the seats. Attractive and functional, it houses radio speaker and air conditioner controls. It positions ash trays and power window controls within easy reach of driver and all passengers.



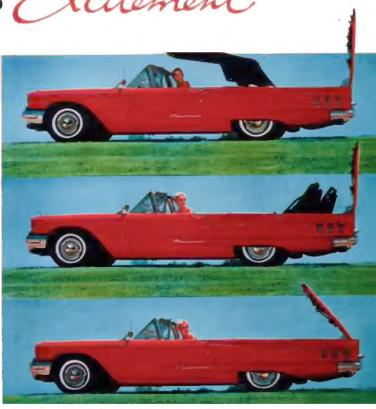
THE DAZZLING NEW *Thunderbird* CONVERTIBLE
UNIQUE IN ALL THE WORLD FOR DRAMA AND *Excitement*

Fully automatic, the top disappears completely!

Without getting out of the car or leaving the driver's seat . . . you just touch the control—and behold! The power-operated, fully retractable top vanishes in seconds into the spacious trunk. To all appearances, this brilliant convertible *has* no top—not even a hint of a top—nothing to interrupt the long, clean sweep of Thunderbird beauty. There's just you and the sun and fun—more fun than you ever dreamed driving could be!

Actually, of course, the sleek Thunderbird convertible has a luxurious top. You have a choice of soft tops featuring a middle layer of latex . . . a 4-ply satin-grain vinyl top . . . or a 3-ply rayon fabric top . . . for an exceptionally pleasing appearance. All are outstandingly durable. All are made of leakproof material and easily cleaned. All are further proof that the Ford Thunderbird's tops are the best tops in the world of convertibles. Top up or top down, the new Thunderbird convertible is the happiest, sunniest, smartest way to get from one place to another!

1 Just pull out the top control switch and the 1960 Thunderbird's rear deck rises *automatically*.
2 Like magic, the new T-bird's soft top retracts and *folds itself* into the spacious luggage compartment.
3 Now, with the top retracted and concealed, the rear deck lid closes itself. The lid is completely flat. All you see is a dazzling expanse of beautifully sculptured deck. You're driving the only convertible of its kind in the world!





Dashing AS A SPORTS CAR...

Inside and out, the 1960 Thunderbird has pulse-quenching sports car personality. With its compact body, it looks as swift and fiery as any Sebring sprinter. The imposing instrument panel of ribbed die casting in gleaming satin chrome enhances the T-bird's sports car character. *And you get all this as standard equipment:* thick-padded Lifeguard safety instrument panel, fully cushioned Lifeguard sun visors and deep-center Lifeguard steering wheel. Self-regulating electric clock. Day-night type rearview mirror. Handsome Thunderbird front fender ornaments. Individually adjustable driver's seat and front passenger seat.

The new Thunderbird luggage compartment is 5 feet, 5 inches wide—more than 20 cubic feet of space! Pack 4 big suitcases, golf bags, and plenty of other bulk—and still have room to spare! Note that the spare tire stows in front of the compartment—*one* reason why you have so much room.



Comfortable AS A LIMOUSINE!

Riding in the 1960 Thunderbird, you can only marvel at its brilliant design. It's so beautifully compact, yet here is limousine room...limousine comfort...limousine luxury. Through Thunderbird's extra-wide and welcoming doors you slip easily into individual seats, individually contoured. Each is as wide and deep and soft as any seat you have in your own home. And inside the Thunderbird, *restrained elegance* is the keynote. Moreover, this year you have a choice of no less than fifteen interior color combinations featuring rich morocco grain vinyl...nylon cord (at right)...and pleated genuine leather (above) if you prefer.

Luxurious, individually adjustable seats for the driver and front passenger...elegantly soft, individually contoured seats for the rear passengers...and the plush comfort of formed foam rubber in the cushions and backs of all the seats—yours exclusively in the 1960 Thunderbird.

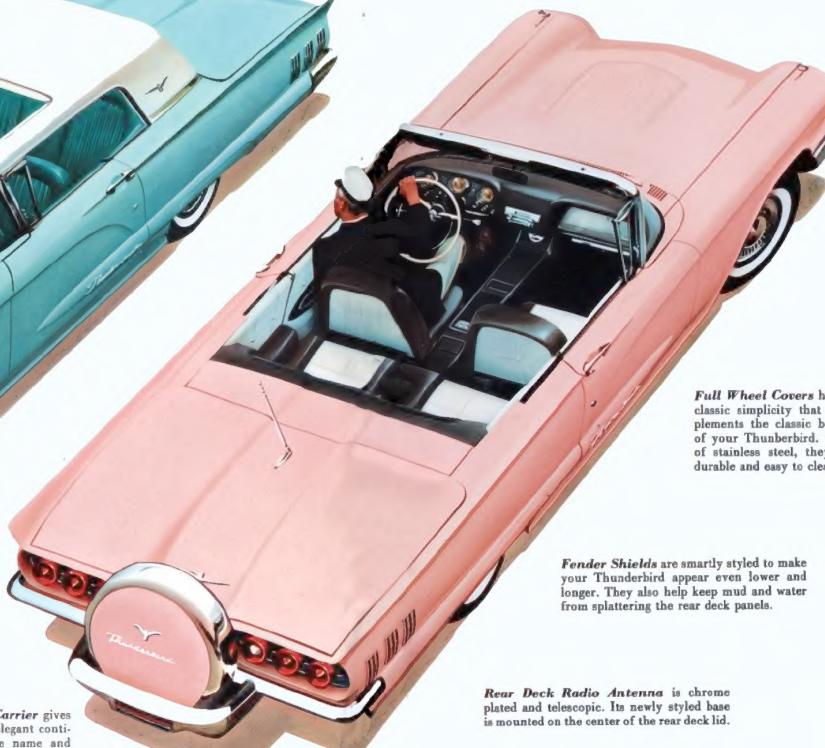




Sliding sun roof leaves you wide open to the sky—when you want it . . . weatherproof when you need it! Housed in a frame that's welded into place, this all-steel panel makes even hot-weather driving a pleasure, for the open air roof allows free circulation of air. In winter, opening the roof about one quarter of the way actually improves your heater's effectiveness and gives you the added comfort of fresh, constantly changing air. The sun roof gives you all the advantages of a closed car *plus* the "open air" feel of a convertible. It's smart, distinctive and convenient, too.

Sport Spare Wheel Carrier gives your Thunderbird that elegant continental look. It has the name and emblem of Thunderbird, adds about 10" to the car's over-all length. Makes extra trunk space, too.

Backup Lights — inboard in the cluster of three—provide easier, safer backing up at night . . . automatically flood the area behind the car with twin beams of light when the transmission is put in reverse.



Visored Spotlight is a combination spotlight and mirror that provides double-duty, night-and-day convenience.

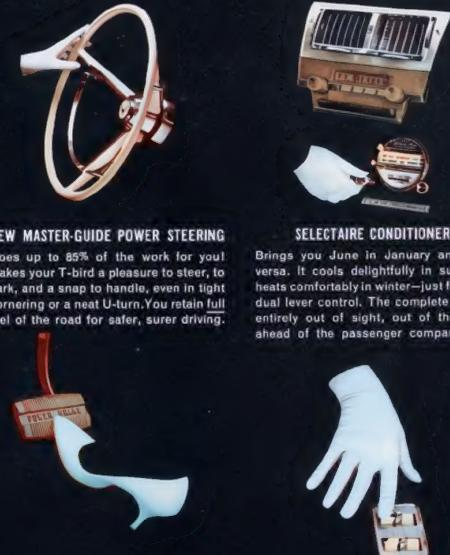
Fender Shields are smartly styled to make your Thunderbird appear even lower and longer. They also help keep mud and water from splattering the rear deck panels.

Rear Deck Radio Antenna is chrome plated and telescopic. Its newly styled base is mounted on the center of the rear deck lid.

TO ADD AN EXTRA MEASURE OF *Comfort and Pleasure*
Thunderbird Options and Accessories

Thunderbird owners are perfectionists. They have, in their T-birds, America's most admired car and most spectacular performer. And to heighten even these pleasures, they may choose the optional Thunderbird power assists and accessories pictured here.

These accessories are noteworthy for the fact that they are beautifully *functional*. They are practical. Each one contributes measurably to the satisfactions of driving a Thunderbird. Each one adds a brilliant personal touch and greater luxury to the car *everyone* would love to own.



NEW MASTER-GUIDE POWER STEERING

Does up to 85% of the work for you! Makes your T-bird a pleasure to steer, to park, and a snap to handle, even in tight cornering or a neat U-turn. You retain full feel of the road for safer, surer driving.

SELECTRAIRE CONDITIONER

Brings you June in January and vice versa. It cools delightfully in summer, heats comfortably in winter—just flick the dual lever control. The complete unit is entirely out of sight, out of the way, ahead of the passenger compartment.

SWIFT SURE POWER BRAKES

Not even a Thunderbird can be on the wing all the time. Easy, safe way to stop is with Swift Sure power brakes. They take up to 45% less effort—make your driving that much more relaxing!

POWER-LIFT WINDOWS

All are centrally controlled from Thunderbird's exclusive panel console. Here is a four-button master control that electrically operates the side windows, within easy reach of everyone in the car!



THUNDERBIRD POWER SEAT

Like to sit way back? Close to the wheel? Higher or lower? Touch a button and Thunderbird's infinite-position power driver's seat with synchronized tilting back goes up, down, back or forward!

CENTRAL CONSOLE RADIO

Has dual-transistorized power output for outstanding tonal quality. Superior type of speaker, with an inverted magnet, is located in console for best reception by all passengers.

OTHER EQUIPMENT AVAILABLE

MAGICAIRE HEATER • AQUAMATIC WINDSHIELD WASHER-WIPER
ADJUST-O-RING FULL-VIEW MIRROR • VISORED FULL-VIEW MIRROR
FULL-VIEW MIRROR • LOCKING GAS CAP • FORD SEAT BELTS
FRONT FENDER ANTENNA • 65 AND 70 AMP-HR BATTERIES
CLEAR PLASTIC SEAT COVERS • TWIN FLOOR MATS
LUGGAGE AND GLOVE BOX LIGHTS
I-REST TINTED SAFETY GLASS



YOU CAN'T KNOW WHAT *Performance* IS UNTIL YOU DRIVE A *Thunderbird*

Because no other car combines Thunderbird's compact size with Thunderbird's mighty power

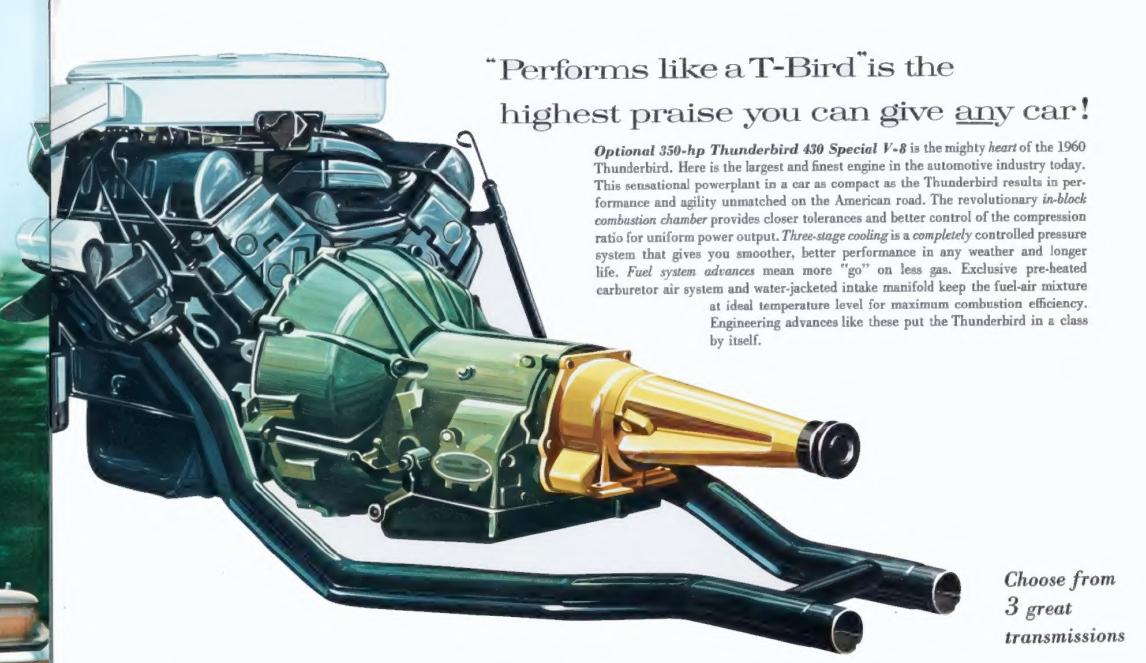
You may have been driving for twenty or thirty years . . . you may have covered half a million miles or more . . . but until you take the wheel of the 1960 Thunderbird, you just can't know what *real* performance is. For only in this unique car do you get the combination of Thunderbird's marvelous compactness and famous power.

Two great engines make the name "Thunderbird" and "magnificent performance" mean one and the same thing: the highly responsive standard 300-hp Thunderbird 352 Special V-8 and the even more impressive optional 350-hp Thunderbird 430 Special V-8. Both give you the split-second surge of power and the intuitive eagerness that

even the sportiest sports car might well envy. And, it goes without saying, Thunderbird's ease of handling, cornering, climbing, parking—*every* aspect of T-bird performance—is simply spectacular.

Significant, too, is the fact that the 1960 Thunderbird delivers power *where it counts*—for extra-safe passing in normal speed ranges. All this while Thunderbird's automatic ride control smooths out even the roughest roads in a way you must experience to believe.

Standard 300-hp Thunderbird 352 Special V-8 with 4-barrel carburetor is the triumphant achievement of Ford—the world's most experienced builders of V-8's. It features Precision Fuel Induction—a remarkable direct fuel-feeding, gas-saving system . . . new 2-phase Full-Flow oil filtration . . . free-turning aluminized valves with hydraulic lifters . . . an engine electronically balanced under its own power for optimum smoothness. These and many other advances add significance to famous Thunderbird GO!



"Performs like a T-Bird" is the highest praise you can give any car!

Optional 350-hp Thunderbird 430 Special V-8 is the mighty heart of the 1960 Thunderbird. Here is the largest and finest engine in the automotive industry today. This sensational powerplant in a car as compact as the Thunderbird results in performance and agility unmatched on the American road. The revolutionary *in-block* combustion chamber provides closer tolerances and better control of the compression ratio for uniform power output. *Three-stage cooling* is a completely controlled pressure system that gives you smoother, better performance in any weather and longer life. *Fuel system advances* mean more "go" on less gas. Exclusive pre-heated carburetor air system and water-jacketed intake manifold keep the fuel-air mixture at ideal temperature level for maximum combustion efficiency. Engineering advances like these put the Thunderbird in a class by itself.

Choose from
3 great
transmissions

Cruise-O-Matic Drive, illustrated above, (optional with either the 350-hp engine or the 300-hp engine) gives you the right GO for every driving range: "D" position lets you start in low for lively, full-power getaways, then move smoothly, automatically right up to superhighway speeds. A "Dn" setting lets you start in intermediate for sure-footed acceleration on ice or gravel. You can move into "L" position for effective engine braking at any driving speed. And with a gear-saving rear axle ratio, you get "built-in" overdrive economy.

Overdrive (for 300-hp engine only) saves gas while it saves your engine, especially on long trips. It is a combination of standard 3-speed transmission and an automatic fourth gear, allowing the engine to load while the car is traveling at higher touring speeds.

3-Speed Conventional Drive (for 300-hp engine only) gives you the easiest, smoothest, quietest manual shifting ever developed. Shift lever shaft is enclosed in steering column. Gear ratios are tailored for Thunderbird—smooth performance, economy and responsiveness.





NOBODY LOVES THE *Thunderbird* MORE THAN THE PEOPLE WHO *Drive* IT!

Pride of ownership is one characteristic that all Thunderbird people share. An elite group among motorists, they know that theirs is the smartest car on the American road. They speak with unabashed joy and affection when they speak of their T-birds. Here you can read what some distinguished owners say about their cars.

Wouldn't you like to experience personally the thrill and satisfactions of driving this unique car? Your Ford Dealer will be delighted to arrange it for you.



MISS ANNE COLE, Beverly Hills, California

"Now that I've discovered the Thunderbird, I wouldn't want any other kind of car," declares the youthful Vice-President of Cole of California. "I've already crossed the country twice in my T-bird convertible!"



MR. AND MRS. J. B. SANFORD, JR., New Orleans, La.

"Ever since we got our Thunderbird," says this prominent investment banker, "our other car has had it pretty easy. We appreciate the Thunderbird's beauty and comfort. It's a fine investment in pleasure!"



MR. AND MRS. JAMES T. BERRYMAN, Washington, D. C.

This Pulitzer Prize-winning cartoonist calls his Thunderbird "a dream car . . . and a beautiful road car." Mrs. Berryman agrees. She uses it in her work as Deputy Director of Red Cross Volunteers in 16 states.



MR. DANIEL R. TOPPING, New York, New York

"I have always owned larger cars," says Mr. Daniel R. Topping of New York, well-known sportsman and co-owner of the New York Yankees, "but from now on it's Thunderbird."



MR. AND MRS. H. S. TUCKERMAN, Pride's Crossing, Mass.

"I don't think you can compare a Thunderbird with other cars. It's in a class by itself," says the well-known Boston executive. "Now that we drive a T-bird, we'd never go back to the big luxury cars!"

FORD DIVISION

Ford Motor Company

